

COMMUNITY ACTION SITE DEMONSTRATION CHECKLIST

| Step | Action Item | By When | Completed By |
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| 1 | Read the <u>Site Demonstration Overview</u> on the NASCSP web site. | | |
| 2 | Identify an event coordinator VERY IMPORTANT! | | |
| 3 | Establish the date of the event. | | |
| 4 | Choose a suitable agency and customer(s) for the event with back-ups (2) as necessary. | | |
| 5 | Obtain family's permission (have them sign a <u>Release Form</u>). | | |
| 6 | Develop the message for the event (to be included in all invitations). | | |
| 7 | Develop a list of invitees. | | |
| 8 | Prepare an agenda for the event. | | |
| 9 | Create an invitation letter and fact sheet about your CAA. | | |
| 10 | Send invitation letters to your: State CSBG Office, US Senators, US Congressperson, State Senator, State Legislator, County Commissioners and Executives, Mayor, and Municipal Officers. | | |
| 11 | Identify local and state media outlets (TV, radio, newspapers) and determine whom to contact in each media office. | | |
| 12 | Initiate contact with media representatives to inform them about the event. | | |

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| 13 | Inform all staff in your agency about the event (very important). | | |
| 14 | Send follow-up correspondence to all media representatives with event details and CAA overview. | | |
| 15 | Have an agency sign for the day of the demonstration. If one does not exist, have one made. | | |
| 16 | Talk with the customer(s) and review the site demonstration process. Review their remarks and sample questions that may be asked by guests with them. Ensure that they have transportation to and from the agency the day of the demonstration. | | |
| 17 | Identify agency staff for the “hands-on” portion of the event. Identify agency staff that will serve as host(s) for the event (use a 5 to 1 ratio as a guideline). | | |
| 18 | Develop scripts/talking points for each workstation. Provide information to the Executive Director and have him/her develop a script for introductory remarks. | | |
| 19 | Determine what information will be handed out or displayed. | | |
| 20 | Conduct a mock run through of the event. | | |
| 21 | Make follow up telephone and email contact with the elected officials, media representatives, and special invited guests. | | |
| 22 | Create a display board to be posted at site. | | |
| 23 | Prepare handouts for each workstation and photocopy. | | |
| 24 | Print banners and signs (allow time if outside vendor involved). | | |
| 25 | Determine what refreshments will be provided and arrange for delivery. | | |
| 26 | Review assignments and talking points – brief staff on responsibilities. | | |
| 27 | Visit customer and review all details of the event. | | |

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| 28 | Complete a rehearsal of the event activities the day before the actual site visit, make modifications to your plans, determine if all equipment is working and if any additional equipment required. | | |
| 29 | Prepare the house and the site for the event (i.e., yard and house clean-up). | | |
| 30 | Make another follow up telephone and email contact with the elected officials, media representatives, and special invited guests. | | |
| 31 | Make nametags for each invited guest and for all staff who will be present on the date of the demonstration. | | |
| 32 | EVENT DAY - Go over the process to be followed and the rules for the media. | | |
| 33 | ENJOY THE EVENT | | |
| 34 | Send out a press release about the event and who attended. Use pictures! | | |
| 35 | Prepare a thank you note to the family who participated in the event. Purchase a small gift and deliver the note and gift. | | |
| 36 | Send thank you notes to all attendees with a message of appreciation for their support for next year. | | |
| 37 | Send hand-written thank you notes to appointment secretaries of public officials and media editors. | | |
| 38 | Collect all media coverage and file for use in future public information efforts. | | |
| 39 | Send a thank you note to each of the state CSBG office and CAA staff that helped make the event a success. | | |
| 40 | Record all events information for use next year. | | |